



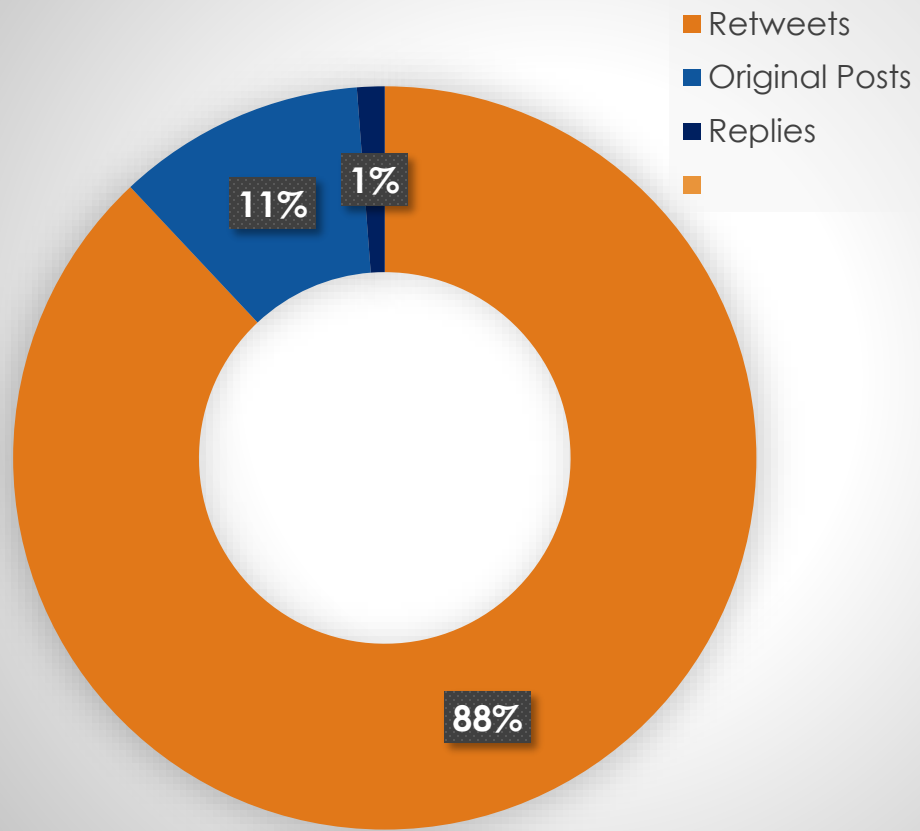
# #SikuYaMtoto 2017

MEDIA REACH REPORT

EVENT DATE: 16<sup>TH</sup> JUNE 2017

# Jamii Forum

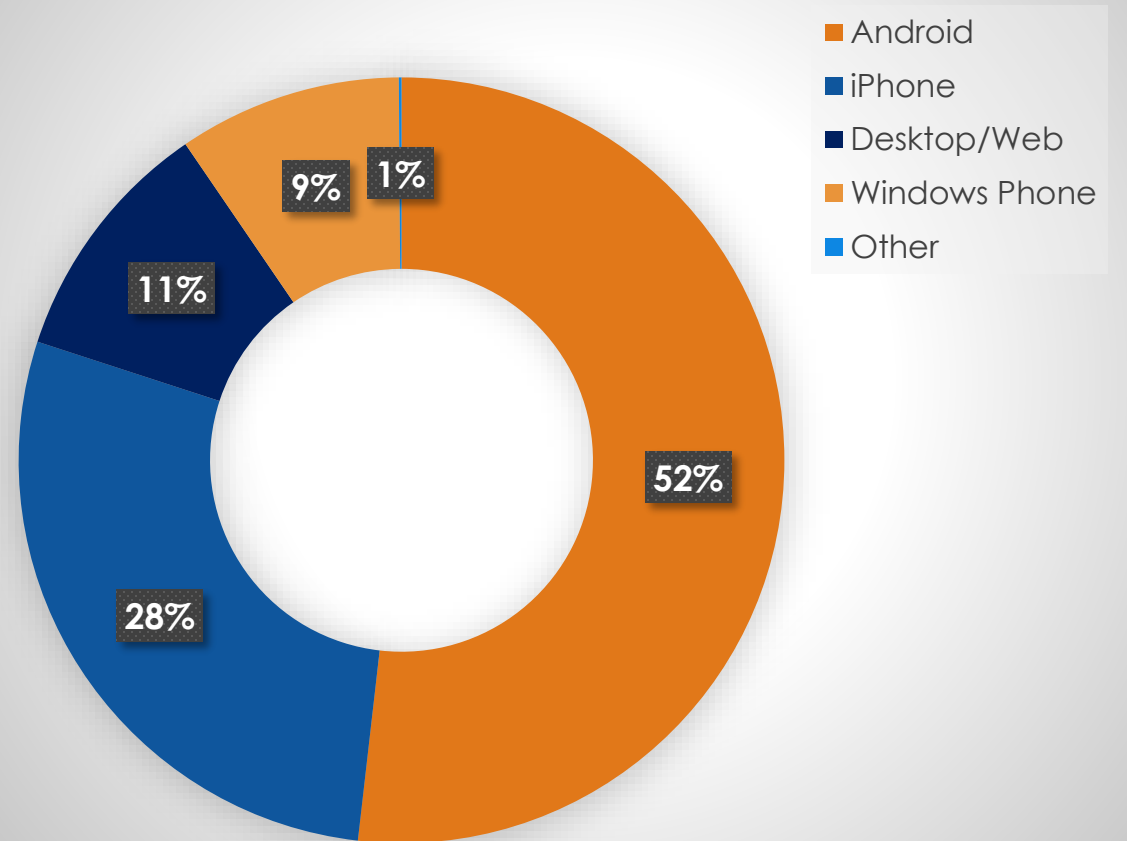
## Share of Posts



135  
POSTS

15,801  
USERS

## Top Sources



1,000,000+  
REACH

1,000,000+  
VIEWS

# Social Media

## Facebook

1,918,885  
People Reached

8,336,121  
# of times it was viewed

76,501  
Page likes

61,831  
Links clicks

251  
Event Responses

105,034  
Three-second Videos Views

329,485  
Post Engagement

## Twitter

Real-time Tracker:  
#SikuyaMtoto

701  
Posts

1,077  
Users

1,855,677  
Reach

12,631,016  
Impressions

## Instagram

Our #SikuYaMtoto Instagram posts were viewed a total of 46,710 times.

They reached 45,047 accounts and...

Engaged a total of 7,261 people

# Mainstream Media

## Pre-event interviews

1. Clouds TV – Monday 12<sup>th</sup> June
2. Clouds FM – Tuesday 13<sup>th</sup> June
3. TV1 – Wednesday 14<sup>th</sup> June
4. Uhuru FM entire week of 12<sup>th</sup> June
5. Times FM – Thursday 15<sup>th</sup> June
6. East Africa Radio 13<sup>th</sup> June

## On event live streaming

1. Uhuru FM live radio stream
2. Jamii Forum online stream
3. Elimika Wikiendi Twitter live

## On event press: Day & Night

1. TBC1 TV and TBC FM
2. ITV
3. Clouds TV & Clouds FM
4. Capita TV
5. Times FM
6. Dewji blog
7. Star TV
8. Sibuka FM
9. TV1
10. East Africa Radio & TV
11. Mwananchi Newspaper
12. Blog ya Halmashauri ya Jiji
13. Channel 10
14. Uhuru FM

Wonderful things happened this year...

Because we received your support to  
make them happen on...



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#Sikuya **MTOTO** 2017

